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WAR FOOD ADMINISTRATION
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Complete Wartime Food Bulletins and Excerpts
For Week of January 24 - January 29, 1944

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COMPLETE WARTIME FOOD BULLETINS

Cincinnati -- Mosier -- January 18

Citrus fruits constitute this week's outstanding BUY on the Cincinnati Produce Market. These, of course, include oranges, Temple oranges, tangerines, and grapefruit. Botanically speaking, tangerines are some little distance removed from oranges, while Temple oranges occupy a spot somewhere between the two. Because oranges and grapefruit are plentiful, all housewives should use as many as possible. Citrus fruits are rich in Vitamin C. Since your body cannot store this important vitamin, you need it every day; and citrus fruits are an easy way of meeting your daily Vitamin C needs. Enough Vitamin C will help you avoid that tired feeling; combat infection, and build good, strong teeth and gums. Incidentally, here's how to get your money's worth in buying citrus fruits? Heaviness means "juicyness" in oranges and grapefruit. So weigh fruit gently in your hands; best oranges and grapefruit are firm to the touch, with no soft spots. The skin is usually smooth and fine textured. Blemishes, like scars, scratches, and slight discolorations are only skin-deep. And, by the way, color is not a good indication of quality. Some varieties are naturally bright; others are paler. There's an old rule to the effect that a pound of oranges makes a cup of juice. That rule is not infallible; but now that oranges are so often sold by the pound, it does serve as a guide. And remember that the small sized fruits are often most economical for juice purposes.

Italian Sprouting Broccoli from California, Arizona, and Texas is in liberal supply on our local market. Prices are not unduly high. Formerly a luxury vegetable, broccoli is now considered one of our staple articles. When properly prepared, it is a most tasty vegetable. May I suggest that you feature broccoli for the week-end shopping.

Pascal celery has been in very light supply for the past several days. Now, however, additional receipts from California have changed this situation. In addition to California Pascal, Golden Heart celery from Florida is also being offered. Supplies should continue fairly liberal for sometime to come.

Philadelphia -- Mead -- January 19

For Pennsylvania and New Jersey consumers, the citrus season has almost reached its peak and oranges and tangerines top the list of "Good Buys" in the local food markets this week. Supplies of these delicious, healthful fruits are so plentiful that every man, woman and child in this area could eat one or more oranges and tangerines every day and no real shortage would develop. In Philadelphia alone millions have already arrived and many more are expected before the week-end.

Buy citrus to fit your need, advises the War Food Administration. The tangerines, Navel and Temple oranges are easy to peel and ideal for eating. The plump, thin-skinned and juicy oranges are best suited for juicing. All are available at reasonable prices and homemakers are urged to take advantage of these fruits while the supplies are so plentiful. Grapefruit supplies are larger than a week ago and prices are slightly lower but not quite as reasonable as this time last year because the crop is smaller this year.

In the vegetable departments, cabbage and the nearby grown root crops are the best buys. Spinach and cauliflower are fairly plentiful and moderately priced. Bunched carrots and head lettuce are fairly high but supplies are slightly heavier than the first part of the week. Round snapbeans are rather scarce but the flat varieties continue plentiful. The first small express shipment of Michigan hot-house rhubarb arrived this week, but supplies are expected to remain light until the end of the month.

New York -- Thomas -- January 19

The winter months are here, and now is the time to "pep up" daily meals with an increased use of the many fresh green vegetables which are available right now. One of these...kale...is in generous supply and very reasonable in price too. Virginia produces our winter kale, which incidentally is one of our most hardy vegetables, seemingly unaffected by average cold weather. As far as nutrition goes, kale is one of the few foods containing Vitamin A, all three of the Vitamins, Vitamin C and D. In addition, kale is an excellent source of iron, the mineral that builds healthy blood.

Collards, another green vegetable grown in the same area which produces kale, is a member of the cabbage, broccoli and kale family. Many consumers, except those from the south, probably have never served collards. Try them and you may get an agreeable surprise as well as finding another low priced vegetable. Other low priced vegetables this week are cabbage, cauliflower, celery cabbage, endive, escarole, romaine and Big Boston Lettuce, potatoes and turnips.

Citrus fruits continue to be the best fruit buy. Prices are down a little on grapefruit, small sized oranges and tangerines this week. Quality is really excellent.

Chicago -- Tonkin -- January 22

The fruit picture is a constantly changing one, and at the present time, citrus fruits dominate the scene with liberal supplies of oranges, grapefruit, and tangerines on hand, according to the War Food Administration. Homemakers are advised to use these three frequently in planning their menus for the next few weeks. Apples are another good fruit choice at this time. Here and there, fresh Florida strawberries dot the fruit counters, but they are strictly a luxury item. Avocados are not too high priced to prevent their occasional use by the homemaker on a moderate cost budget. Now and then, use of winter pears, grapes, bananas are suggested to add variety. Some cranberries from Wisconsin and Massachusetts will provide sauce for the goose, if not for the gander, but these red berries are in the upper price brackets.

On the vegetable scene, potatoes continue to be a good item to feature. This energy food is plentiful and low priced when compared with other items. Furthermore, they never become tiresome if attractively prepared in different ways. Sweet potato prices are now held down by ceilings, so these can be included every now and again. Most of the root vegetables, especially those with the tops off, can be obtained at moderate cost. So don't forget beets, turnips, and rutabagas on your marketing lists. Squash is another pretty good buy, with emphasis here on the Hubbard and Marblehead varieties. In the relish line, hothouse leaf lettuce is reasonably priced, and Texas radishes add color and flavor to the salad bowl for a small expenditure of money. Green peppers, cucumbers, fresh peas and tomatoes are at pretty high price levels.

PRODUCT EMPHASIS AND EXPLANATIONBroccoli -- Denver -- Morris -- January 19

Green broccoli, fresh from California and Texas, carries a wallop in Vitamin A, and can be found in most stores now, says Bryce Morris, Federal Food Reporter for the Food Distribution Administration. It is closely related to cauliflower but is all green. Cauliflower is plentiful too, up slightly in price from last week.

Ham and Cabbage -- Chicago -- Tonkin -- January 19

Ham and cabbage is destined to increase in popularity on many American dinner tables during the next several weeks, Joe Tonkin, Federal Food Reporter for the War Food Administration said today. Tonkin cited the estimated production of this winter's crop of Domestic type cabbage which is 85 percent above last year and the increasing amounts of pork being made available to homemakers. Although cabbage has recently been in moderate supply at most Chicago stores and has sold at or near ceiling levels, prices this week have come down a trifle. As supplies increase, prices are likely to become more attractive. Right now, both old and new cabbage are available, the new cabbage coming from the South and consisting mostly of the Domestic type.

Citrus Fruits -- Chicago -- Ryan -- January 20

Fill the market basket with citrus fruits...they're not only plentiful, but your most reasonably priced items as well. Oranges, grapefruit, and tangerines can be used at any meal. They make good appetizers at breakfast...and at dinner time they can end up a meal in a fruit cup or pudding or in the case of grapefruit, a broiled dish.

Eggs -- Chicago -- Ryan -- January 20

Eggs are one item that you homemakers should be sure to include on your food marketing list at this time. Supplies are plentiful, and in most cases prices are below ceiling levels. Eggs in some form may well appear in the family diet every day. Their excellent contribution to nutritive needs makes them especially important for children during all the years of growth. Baking, broiling, cooking in the shell, frying, poaching, and scrambling are the simple methods of cooking and serving eggs. Varying the service and combining with other foods brings the number of ways in which eggs can be served literally to hundreds. Eggs are startlingly versatile...they may be used in beverages, breads, cakes, desserts, salads, and salad dressing, sandwiches, sauce, and vegetables. They are an excellent source of efficient proteins, which makes them good for body building. Serve eggs frequently while they are plentiful...you know eggs right now are an outstanding bargain package of food value.

Lettuce, Chicory-endive, Escarole -- Pittsburgh -- Boyd -- January 19

Every housewife is familiar with the preparation of "Dutch" lettuce, but if you haven't tried chicory-endive or escarole prepared in the same manner, now is your opportunity, for there is plenty of both on the market and can be had at very moderate prices. The green color of these vegetables is attractive to the eye and vegetables themselves are rich in food materials which are absolutely essential to good health. Nutritionists advise that a leafy green vegetable, either raw or cooked should be included in your menu every day.

Frozen Vegetables -- Chicago -- Ryan -- January 21

Our usual custom on Friday morning is to bring you homemakers' suggestions for your market basket from the War Food Administration. Right now, you know, many varieties of frozen vegetables have been reduced to zero point values, and it is a good time to star them on family menus. They are comparable to fresh vegetables in flavor and texture, but much depends on their preparation. With the exception of corn on the cob, all vegetables should be kept frozen until a few minutes of cooking time. Asparagus, broccolis and similar items may be thawed just enough to enable the blocks to be broken apart to permit even penetration of heat. Cook vegetables until barely tender and serve promptly.

But of course, you

Oranges -- Chicago -- Ryan -- January 21

Fresh oranges and grapefruit are at the height of their season, so let's give them just as much space in our market baskets as budgets will allow. And that's should be a good bit of space, because prices are quite reasonable at this time, the War Food Administration reports. Don't always discard the outer peel of citrus fruits. It contains Vitamin C as well as the juice, and has plenty of good tangy flavor. There are a number of ways to turn it to good account in preparing and serving meals. Use it in making citrus marmalade. You can also shred the peel and add a small portion to fruit salads and those made of fresh, crisp vegetables. While grapefruit and oranges will no doubt, continue in liberal supply during the weeks and months to come, tangerines will begin to disappear from Chicago markets sometime in February. So use this "kid glove orange" while it's still prominent on fruit counters everywhere.

Oranges -- Portland -- Hansen -- January 18

Small oranges are reasonable in price and receipts are liberal. Large sizes sell for almost twice as much as the small ones on a pound basis. The small fruit is just as juicy and sweet as the large. For dollars and cents value these should be on your list if you wish to be economical, and put the balance into the Fourth War Bond Drive.

Root Vegetables and squash -- Chicago -- Ryan -- January 20

January meals usually call to mind members of the root vegetable family...right now, especially our northern friend, the rutabaga. Some of the beets and turnips are the fresh bunched kinds from the South, but you'll find they cost a little more than those with the tops off. The spotlight has shifted from Acorn squash to the bigger members of the squash family...the Hubbard and Marblehead. The season for Acorn squash is pretty well over, and that remaining is of only ordinary to fair quality.

Sweet potatoes -- Kansas City -- Corbin -- January 18

Let us turn to one of our ever popular substantial vegetables, the good old sweet potato, the morning-glory of the garden. Probably none of you who live in that Central States have ever seen morning-glory blooms on a sweet potato vine. One of the signs of the season in Dogpatch is when the "sweet patooties" bloom. There really are but few places in the Southern States where the sweet potato vines do not bloom to some extent. However, the Department of Agriculture experiments in sweet potato

breeding are carried on for the most part in Porto Rico where the climate is best adapted to them and where they do bloom freely. This is just to call your attention to the fact that botanically the sweet potato is closely related to the common morning glory. The sweet potato themselves which we eat are enlarged roots which manufacture and store a considerable amount of sugar and starch as well as certain minerals and vitamins. There is a big crop of sweet potatoes this year. During the fall and early winter shipments have not been heavy. But now the southern shippers are beginning to withdraw them from storage and get them rolling into the northern markets. Prices are covered by ceilings so that they cannot spiral out of reach. The sweet potato as one of our victory foods should find its way to the table rather frequently during the next weeks.

MARKET INFLUENCE AND SUPPLY MOVEMENT

Weather effect on local vegetable situation -- Portland -- Hansen -- January 18

Portland housewives are fortunate to have a change in the weather, says the Federal market reporter. Two weeks ago it looked as though the local vegetable season was definitely over. Prices were showing a higher tendency with cabbage, carrots, and bunched vegetables being imported from other states to relieve the shortage. Harvesting of local vegetables had almost stopped and the few shipments arriving were showing some frost damage. Now with higher temperatures, growers are again able to harvest crops, and damage from low temperatures was not as great as at first expected.
